

Bristol Bay Final Report
External Communications and Media Rollout Plan
DRAFT—FOR INTERNAL USE ONLY

July 17, 2014

FOR QUESTIONS OR EDITS, CONTACT:

Marianne Holsman, Public Affairs Director
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Questions for Management:

Who are our primary spokespeople for news conference and reporter questions? Decision: Dennis only. Will Arvin have a roll in talking with the press at this time? Mostly no. Possibly on background in a pinch.

When and what to embargo to press and to whom? Decision: Advance on embargo to AP in Juneau Thursday afternoon, offer a Dennis interview on background. Recommend sending PD, Exec. Summary, news release and fact sheet

Who makes congressional and stakeholder calls? Decision: OCIR and Bill Dunbar have a plan for calls.

Will we provide a more detailed press briefing or webinar for tribes following the roll out? Decision: we may extend the press call time for more detailed discussion if desired. A call will be set up for tribes Friday afternoon.

Contents

- **Spokespersons**
- **External Communications Hourly Plan**
- **Key Audiences for Rollout**
- **Communications Resources**
- **Media Outlets**
- **EPA Communications and Management Contacts**

Attachments (revised drafts will be attached day before launch)

- **Internal FAQs**
- **Media Advisory**
- **Press Release**
- **Web content: <http://www2.epa.gov/bristolbay>**
- **Fact sheet**

Spokespersons

Dennis McLerran, EPA Region 10 Administrator
Tom Reynolds, Marianne Holsman, Hanady Kader, EPA Public Affairs

External Communications Hourly Plan

NOTE: TIMES REFLECTED ARE PACIFIC AND EASTERN (THERE IS A 4-HOUR TIME DIFFERENCE BETWEEN AK AND DC)

| DATE/TIME | TASK | WHO | DONE |
|---------------------------|--|---|------|
| PRE-RELEASE | | | |
| July 14 9:00am/noon | Conf. call to finalize details of the roll out plan, strategies, tactics, roles and responsibilities. | Marianne, Hanady, Liz, Alisha, Arvin | |
| July 14 – 16 | Prep. all web items, public hearing registration, fact sheet, scrub existing web content | Charles, Judy, Hanady | |
| July 16 10:00/1:00pm | Finalize materials: PD, Exec. Summary, Overview, press release, key messages, internal FAQs, web content, Dennis' remarks | Marianne, Hanady, Tom, Dennis, Rick, Palmer | |
| July 17 2:00/5:00 pm | Final management call on details for Friday roll out | Dennis, Arvin, Marianne, Rick, Palmer, Hanady, Tom, etc. | |
| July 17 3:00/6:00 pm | Embargo press release to Becky Bohrer at AP Juneau and background interview w/Dennis to follow | Hanady, Marianne, Dennis | |
| DAY OF RELEASE | | | |
| July 18 5:20 am/8:00am | Notification to Pebble Partnership <ul style="list-style-type: none"> • CEO Tom Collier, Chairman, John Shively • Peter Robertson | Arvin calls Robertson | |
| July 18 5:30 am/8:00am | GOVERNMENT LEADERSHIP CALLS Notification to following state and federal agency leaders: <ul style="list-style-type: none"> • JoEllen Darcy, Assist. Secy. of Army (Civil Works) • Colonel Christopher Lestochi, USACE Alaska District 907-753-2504 • Larry Hartig, Alaska Dept. of Environmental Conservation 907-269-3096 • Joe Balash, Alaska Dept. of Natural Resources 907-269-8426 • Alaska Attorney General's office | Arvin calls JoEllen, Dennis emails all others at 5:30 am, then calls later in the morning OGC | |
| July 18 5:30am/8:00am | NGO, OTHER ORGANIZATIONS CALLS <ul style="list-style-type: none"> • Trout Unlimited • NRDC • Bristol Bay United • Fishing NGOs • BBNC | Arvin calls D.C. reps. early, Dennis, Bill email West Coast reps. early and call later in morning. | |
| July 18 | TRIBAL EMAILS/CALLS <ul style="list-style-type: none"> • Call to 15 tribal leaders, corporations, | Rick, Tami Dennis does | |

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| 5:45am/8:45am | <p>organizations and send email with notice of action</p> <ul style="list-style-type: none"> • Nuna Resources • United tribes of Bristol Bay • BBNC • Alaska Peninsula Corporation – Trefon A. • Iliamna Development Corp. – Lisa R. • BBNA • Nunamta Aulukestai • United Tribes of Bristol Bay | BBNC | |
| July 18 5:45am/8:45am | <p>Federal Agency EMAILS/CALLS</p> <p>USFWS: Regional Director Geoffrey Haskett Alaska Regional Office Phone: (907) 786-3309</p> <p>USFWS field supervisor Socheata (Soch) Lor 907-271-2787</p> <p>NOAA Fisheries: James W. Balsiger, Ph.D. Administrator, Alaska Region (AKR) Phone: 907-586-7221 Secretary: Mary Goode</p> <p>NPS: Joel Hard, Acting Regional Director (907) 644-3510</p> <p>USGS: Regional Director, Alaska, Leslie Holland-Bartels (Anchorage, AK) (Alaska and Volcano Science Center) 907-786-7055</p> <p>DOI: D.C. rep. Pat Porsho Bud Cribley, BLM</p> | <p>Dianne and Tami all except DOI D.C. rep.</p> <p>Arvin Dianne Dianne</p> | |
| July 18 5:15am/8:15am | Begin posting PD and supporting documents to web | Charles | |
| July 18 5:45am/8:45am | ***Issue media advisory and news release re: news conference/press call*** | Marianne/HQ public affairs | |
| July 18 5:45am/8:45am | <p>Send press release to federal PIOs:</p> <ul style="list-style-type: none"> • USGS: Anne Berry-Wade, DC, abwade@usgs.gov, 703-648-4483 • USACE: public.affairs3@usace.army.mil • USFWS: Maureen Clark, AK, | Marianne/Mark regional, EPA HQ press office to DC counterparts | |

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| | <p>Maureen_Clark@fws.gov, (907) 786-3469</p> <ul style="list-style-type: none"> • NOAA: Julie Speegle, AK, julie.speegle@noaa.gov 907-586-7032 • NPS: John Quinley, AK, akr_info@nps.gov, 907-644-3512 • BLM: Artealia Gillard, AK, agilliard@blm.gov, (907) 271-4418 | | |
| July 18 5:45am/8:45am | <p>Send press release to state PIOs:</p> <ul style="list-style-type: none"> • ADEC: Ty Keltner, ty.keltner@alaska.gov, 907-465-5009 • ADNR: Elizabeth Bluemink, elizabeth.bluemink@alaska.gov, (907) 269-8434 • Governor's office? | Marianne/Mark | |
| July 18 5:45am/8:45am | Update social media channels (@EPAnorthwest, Twitter, EPA facebook) | Judy, Jeff P. | |
| July 18 8:00 am/11 am 11am/2 pm | *** News Conference Calls *** | Dennis, Palmer, Marianne, Bill, Tom, Arvin | |
| July 18 8:00am/11am | Send email listserv to Bristol Bay group | Judy | |
| July 18 2 pm/5 pm 3:30 pm/6:30pm | Tribal government teleconference ANCSA Teleconference call | Tami, Rick | |
| POST-RELEASE | | | |
| | Brief members of Congress, agency heads, outside groups who request it | Bill, Rick, Dennis | |
| | Congressional committee staff briefings | Palmer | |
| | CWA 404c "101" and PD details for reporters | Palmer, Hanady | |
| | Tribal webinar | Rick, Tami | |

Key Audiences for Rollout

- Bristol Bay villages
- Bristol Bay tribal governments
- Bristol Bay Alaska Native corporations
- Members of Congress and Congressional Committees
- Federal agencies (USFWS, NOAA, NPS, USGS, USACE)
- Pebble Partnership
- Local media including editorial boards
- National media including editorial boards
- National groups (jewelers orgs, chefs orgs)
- Alaska governor and state government
- Alaska state government agencies (ADFW, ADEC, ADNR)
- Fishing NGOs
- Environmental NGOs
- Mining organizations and interests

Communication Resources

- Press release and media advisory
- Media conference call
- Dennis' remarks
- Social Media
- Internal FAQs
- CWA 404 Section C fact sheet
- Preliminary Determination, executive summary and overview documents
- Website: www.epa.gov/region10/bristolbay
- Listserv
- E-Mail: R10BristolBay@epa.gov
- Fact sheet
- Draft Op Ed
- Talking points for notification calls

EPA Communications and Management Contacts

| <u>Communications Contacts</u> | |
|---|--|
| Marianne Holsman, Region 10 Public Affairs Director Desk: 206-553-1237 Work cell: 206-450-5895 Holsman.marianne@epa.gov | Tami Fordham, Region 10 Alaska Tribal Coordinator Desk: 907-271-1484 Fordham.tami@epa.gov |
| Hanady Kader, Region 10 Media Relations & Communications Coordinator Desk: 206-553-0454 Work cell: 206-225-8127 Kader.hanady@epa.gov | Bill Dunbar, Region 10 Senior Policy Advisor Desk: 206-553-1019 Work Cell: 206-245-7452 Dunbar.bill@epa.gov |
| Judy Smith, Region 10 Community Involvement Desk: 503-326-6994 <div style="border: 1px dashed black; padding: 2px; display: inline-block;">Personal Phone / Ex. 6</div> Smith.judy@epa.gov | Tom Reynolds, EPA Associate Administrator, External Affairs 202-566-0717 Reynolds.Thomas@epa.gov |
| Charles Bert, Region 10 Webmaster Desk: 360-753-8073 Bert.charles@epa.gov | Travis Loop, EPA Headquarters Office of Water Communications Director Desk: 202-564-0183 Loop.travis@epa.gov |
| <u>Management Contacts</u> | |
| Rick Parkin, Senior Management Lead Desk: 206-553-8574 Work Cell: 206-331-2547 Parkin.richard@epa.gov | |
| Margo Young, Project Manager Desk: 206-553-1287 Young.margo@epa.gov | |
| Palmer Hough, EPA headquarters Office of | |

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| Water Desk: 202.566.1374 Hough.palmer@epa.gov | |
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Media Outlets

| National Outlets | Local Outlets |
|---|--|
| Associated Press Becky Bohrer (Juneau) bbohrer@ap.org 907-586-1515, 907-229-0371 apanchorage@ap.org apjuneau@ap.org | Anchorage Daily News Lisa Demer, reporter ldemer@adn.com 907-257-4300 Frank Gerjevic, Editorial writer fgerjevic@adn.com |
| Bloomberg/Reuters Yereth Rosen 907-349-4588 | Alaska Public Radio Network Daysha Eaton deaton@alaskapublic.org Steve Heimerl sheimerl@aprn.org 907-550-8400 |
| Greenwire Manuel Quinones 202-491-5606, 202-446-0412 mquinones@eenews.net | KDLG Radio, Dillingham Dave Bendinger dave@kdlg.org 907-842-5281 mike@kdlg.org Nonresponsive Personal Email / Ex. 6 |
| Frontline Blaine Harden Nonresponsive Personal Email / Ex. 6 206-432-0961 | The Fishermen's News Margie Bauman Nonresponsive Personal Email / Ex. 6 1-907-376-4996-home office 1-907240-5149-mobile |
| Outside Magazine Tim Sohn Nonresponsive Personal Email / Ex. 6 646-403-992, 617-905-9927 | McClatchy Sean Cockerham scockerham@mcclatchydc.com (202) 383-6016 |
| Wall Street Journal Tracy Tennille 202.862.6619, 604.8347 Tennille.tracy@wsj.com | KUOW Radio, Seattle Ashley Ahearn desk: 206 616 5708 mobile: 978 578 5944 aahearn@kuow.org |

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| IntraFish Josh Stilts 206-282-3474 Ext. 21 josh.stilts@intrafish.com | OPB, David Steves dsteves@opb.org |
| NPR - Here and Now Kathryn Gorman 410-599-2012 klgorman@bu.edu | Brooke Binkowski, independent journalist <div>Nonresponsive Personal Email / Ex. 6</div> |